Behind Metromedia's Boston 'steal'—see the new Magazine

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Advertising Age

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COMBINED BILLINGS NEAR $2 BILLION

Bates swings largest deal ever with Esty

By CHRISTY MARSHALL

NEW YORK—In the largest merger in ad agency history, Ted Bates & Co. last week bought the William Esty Co.

Although no figures are being disclosed, industry experts estimate Bates plunked down about $50,000,000 for the Esty shop. With the addition of Esty, Bates expects to bill $2.4 billion in 1982. Bates, the nation's fifth-largest ad agency, is expected to reported gross income of more than $225,000,000 for 1981 on billings in the $1.4 billion to $1.5 billion range. Esty's gross income is expected to top $60,000,000 for 1981 on billings estimated at between $430,000,000 and $450,000,000, which would put the combined agency near the $2 billion billings mark.

In 1980, only two U.S. agencies topped $2 billion in world billings—Young & Rubicam at $2.27 billion and J. Walter Thompson Co. at $2.14 billion.

Sources said that as part of the deal, all the top Esty executives were required by Bates to sign five-year contracts, insuring they would stick around. But Donald Zuckert, exec vp and president of the U.S. affiliate group at Bates, denied that such was the case. Gordon Bushell, vice-chairman at Esty, declined to comment but did add that the top Esty executives could be around for a long time.

■ Esty employes are particularly pleased with the match. Those staffers holding stock reportedly did extremely well in the deal. Executives at both Bates and Esty declined to discuss the details of the transaction. Mr. Bushell conceded talks had been going on for some time—some sources said for at least six months. One of Bates' messengers has been dropping off correspondence at Esty every day for the last two months.

However, sources say Esty execs held off consummating the merger with Bates until 1982, so only those within the Esty ranks would profit from their gangbuster year. In 1981, Esty picked up Minolta ($15,000,000), Ekco Housewares ($2,000,000) and Listermint ($7,000,000) among other

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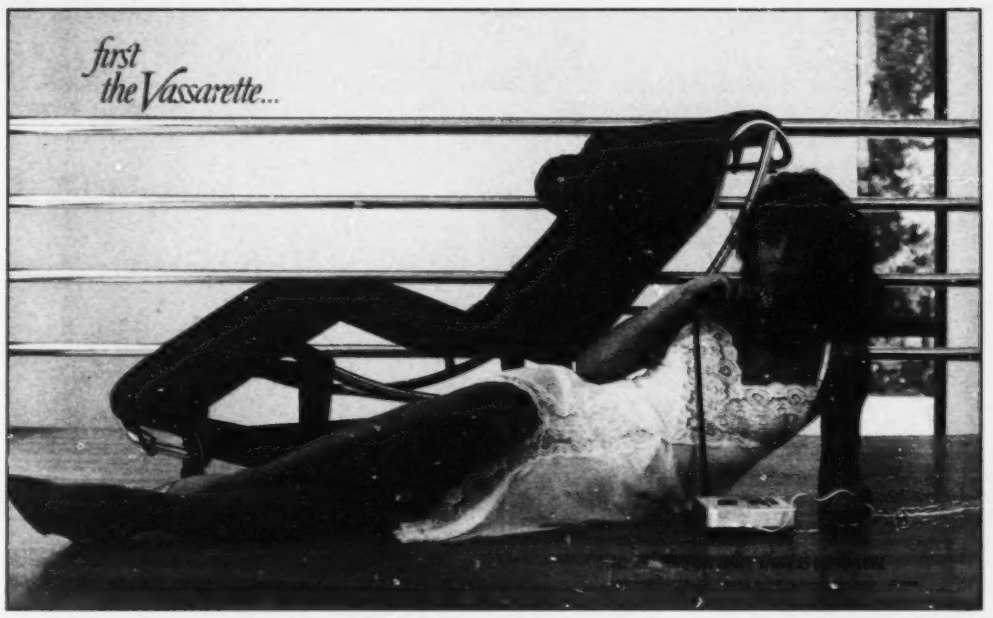

Goings on New campaign for intimate apparel marketer Vassarette includes this color magazine spread. The $2,000,000 drive starts in March. *(See story on Page 30.)*

Outlook mixed for media

By COLBY COATES and STUART EMMRICH

NEW YORK—Print media companies expect the 1982 second quarter to be an uncertain period for advertising, with some schedules slightly up over last year, some slightly down and the greater middle ground flat, according to a sampling conducted last week by ADVERTISING AGE.

But from the network tv side of the business, the second-quarter sales outlook is generally favorable. Network sources said that most advertisers picked up their second-quarter options, spending the same if not a shade more than last year at this time. News, late night and prime time sales were characterized as "strong," with the daytime marketplace expected to kick off this week or next. From what they've seen so far, network execs believe daytime will fill up fairly quickly.

CBS and ABC both enjoyed strong first-quarter sales, aided to a certain extent by NBC's decision to withdraw from the first-quarter marketplace and use inventory as makegoods. But even NBC is expected to register a strong second quarter as it re-enters the market. Automotive advertisers, with their push for rebates, have been spending vigorously.

In the print media, many magazines and most newspaper supplements are still feeling the crunch of cutbacks from R.J. Reynolds and other tobacco marketers and reduced commitments from the auto industry, which is touting rebates in r.o.p. newpaper ads as well as tv. This has sent the magazine sales forces out scrambling to pick up the slack from other advertisers.

"The second quarter looks very soft compared to last year, a contrast to this year's first quarter,

(Continued on Page 84)

last minute news

Geers Gross reported buying Kurtz & Tarlow

NEW YORK—Geers Gross reportedly is about to acquire Kurtz & Tarlow. Donald Kurtz, president of Kurtz & Tarlow, declined to comment on the report, but added he would comment on it Feb. 16. Robert Gross and Peter Barnes, Geers Gross chairman and president, respectively, were unavailable for comment. Combined billings of the two shops in excess of $100,000,000. GG's previous acquisitions were Richard K. Manoff Inc. and Martin Landey, Arlow Advertising.

Pentax to Campbell-Mithun for total account

DENVER—Pentax Corp. has moved its $13,000,000 account to Minneapolis-based Campbell-Mithun, which will open a Denver service office. Cameras, the biggest portion of the account, had been at Ally & Gargano, New York. Cunningham & Walsh, San Francisco, loses other photographic and optical equipment.

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NEWSPAPER

AA
DC2001#CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

CBS-USA link hikes event bidding wars

By JAMES P. FORKAN

NEW YORK—ABC and ESPN may have scored the first points in joint cable/commercial tv sports coverage last fall, but the game is not over yet, as indicated by the CBS Sports and USA Cable Network agreement signed last week.

CBS Sports was known to be interested in a cable connection ever since its execs talked to ESPN last year. When ESPN and parent Getty Oil went with ABC, that left USA as the other leading national cable sports net—its 10,000,000 subscriber homes just 4,000,000 behind

(Continued on Page 86)

First CAB meet mulls options

Measurement still major cable woe

By SUSAN SPILLMAN

NEW YORK—The opportunity for narrowcasting, flexible commercial lengths and sponsor participation in programing will make cable advertising a multi-billion-dollar industry by 1990. However, a lack of audience measurement and low penetration remain the stumbling blocks that currently make cable advertising a modest business of approximately $230,000,000.

Such were the conclusions drawn at the first annual Cable-television Advertising Bureau conference attended by over 1,200 advertising and cable execs here last week.

The emergence of cable as a major ad medium "is not going to be easy or automatic," warned Bob Alter, president of the year-old CAB. "The cable and advertising industries will have to work hard to learn to understand one another in order to develop a mutually profitable relationship," he continued, "but it will happen because there is too much at stake on both sides for it not to. Most important, we must build realistic expectations into our planning."

According to industry analyst Paul Kagan, expectations are that by 1990 local cable advertising could total $1 billion and national advertising over $2 billion.

Speaking at a mid-morning session, Mr. Kagan predicted that in 1982 local cable ad revenues will

(Continued on Page 86)

Fights and more fights: Just another week for tv

By COLBY COATES

NEW YORK—CBS gears up for its defense of network tv sales while all network affiliates fight tooth and nail against real or imagined encroachment by the networks into their sales time.

Just another normal week in the new electronic media, where linkage threatens to become the buzzword of broadcasting.

For example, the networks tell affiliates they need an additional 30 minutes for network news expansion. But the stations, rallied by the major group owners, rebel. Affiliates link the networks' request to the artistic if not financial success of cable news operations and seek to throttle the issue on the grounds that network encroachment means local revenue losses. Of course one network's parent then gets into the cable news business while another talks about it, all with the realization that ratings gains in that sector would come at the expense of network and station ratings.

Or, ABC unveils a plan to replace network on-air promotion time with commercial availabilities, in part citing the rising costs of maintaining a high caliber of programs to compete with pay cable and other viewing alternatives. Foul, the affiliates cry. They then link prime time sales with news expansion, promoting the charge that the two moves together constitute a potential loss of $1 billion in annual spot revenue. And forgive some of those tactless ABC affiliates that question the competitive angle since ABC is heavily involved in competitive ventures like ESPN, ARTS and Daytime.

And who can forget Ted Bates & Co.'s pro-superstation study of a few months back (AA, Sept. 28 *et seq.*), the one that suggested the network's ratings imbalances in pay cable homes might be compensated for if an advertiser lopped from 3% to 7% from network prime time budgets and instead put those dollars on superstation WTBS. Though often referred to as a cable

(Continued on Page 86)

world news roundup

LONDON—J. Walter Thompson Co. is merging two of its U.K. agency subsidiaries to form a $42,000,000 agency called Abraham Coveney Grimward & Rosenbaum. The new shop, combining the London office of Euro Advertising and local subsidiary Lansdowne Marketing, will slot in around 25th in U.K. ranking and will be a member of Euro's international network. JWT's other U.K. subsidiary is JWT Manchester, which bills $30,000,000.

STOCKHOLM—Tennis star Bjorn Borg last week signed a five-year exclusive sponsorship contract with Swedish mineral water producer Ramlosa, Scandinavia's leading brand, for an undisclosed sum and "all the mineral water he can drink." In return, the 24-year-old athlete, who reputedly never drinks anything stronger than water, will not take on any other beverage endorsements for the life of the contract.

BREMEN—HAG/General Foods, GF's German arm and the originator of decaffeinated coffee before World War I, is launching a new highly aromatic variety, making the company the first to offer two decaffeinated labels. The national launch will be handled by Young & Rubicam, which also handles the existing mild Kaffee HAG.

SAO PAULO—MPM Casabranca, Brazil's largest agency, will open its first international shop next month in Santiago, with the $1,000,000 Fiat account. MPM has Fiat's $4,500,000 account for Brazil.

Press Club's first First Man

President Ronald Reagan shakes hands with ADVERTISING AGE senior reporter Richard Gordon at a reception at the National Press Club in Washington honoring Mrs. Gordon, Vivian Vahlberg. Ms. Vahlberg, assistant bureau chief of the *Daily Oklahoman*, was sworn in by President Reagan as NPC president, the first woman to attain that post.

TWO BREWS JOIN A-B'S NEW ENTRY

Schlitz, Pabst set lights

By ROBERT REED

Attempting to infuse some life into its comatose premium light beer, Jos. Schlitz Brewing Co. will break out a reformulated Schlitz Light in March, which initially will be marketed in the Sunbelt.

Also on the light beer flank, Anheuser-Busch has set a start date of March 15 for the rollout of its newest brew, Budweiser Light. It will at that time be made available in the Rocky Mountain area, all of Texas and Louisiana.

Additionally, Pabst Brewing Co. will test a new premium light beer this spring. The 96-calorie brew is Jacob Best Premium Light, which is named in honor of the brewery's 19th Century founder. This brew marks Pabst's first move into the premium light segment.

Sources report the reformulated Schlitz Light is being hailed by marketing chief Anthony Amendola as the brewer's best weapon yet in combating Miller Brewing Co.'s Lite, kingpin of the low-cal segment. Mr. Amendola has been meeting with Schlitz distributors around the country and has repeatedly alluded to the rehoned brew as an important component in the company's comeback efforts.

Schlitz officials refused to comment on plans for the beer.

As part of its arsenal, Schlitz Light has scrapped its old gold and blue label and is replacing it with a "clone" of the flagship Schlitz brand. The design features a silver can, with the traditional Schlitz emblem, and blue lettered "Light" running across the top of the can.

Advertising tactics are still being formulated, but industry sources anticipate extensive co-op support as well as some regional tv buys. J. Walter Thomspon U.S.A., Chicago, handles the brand.

While Sunbelt wholesalers are applauding the addition of a revamped premium-price light beer, they insist it will need continuous ad support if it is to escape the fate of the old Schlitz Light.

Since its birth in the mid-'70's, marketing support behind Schlitz Light has dwindled considerably. Wholesalers lament that the lack of marketing initiatives has allowed the brand to die on the vine.

A-B wholesalers have been clamoring for Bud Light, which tested well in 10 southwestern markets and is ready for rollout via Needham, Harper & Steers (AA,

(Continued on Page 83)

highlights

Monday, Feb. 15, 1982

3M Co. plans to put muscle behind its new Personal Care Products department. *See Page 4.*

National Advertising Division squeezes some lemons in its January action on 11 ad claims. *See Page 10.*

The fast-food business is getting slower as the severe winter temperatures discourage people from eating out. *See Page 12.*

Strawberry Shortcake is being protected by a new push from American Greetings and General Mills. *See Page 14.*

Ford is trying to turn its new compact pickup truck into the "lone" Ranger by keeping it out of the crowded rebate market. *See Page 26.*

Geyser Peak Wine Co., the first to put wine in cans and boxes, is trying it in plastic bottles. *See Page 28.*

Vassarette will debut a provocative yet practical campaign. *See Page 30.*

Like actors, products also vie for starring roles in major theatrical movies. *See Page 32.*

B. Altman & Co. goes to Australia to come up with a new look for its spring fashions catalog. *See Page 38.*

Suncare marketers cite tough market conditions as reasons for few new product entries and attrition of existing lines. *See Page 45.*

Marvel Comics Group has signed 20 G.I. Joe licensees, while working on various comics book, tv and movie ventures. *See Page 58.*

It may not be the best time to start a magazine, but the publishers of *American Health*, which will debut this month, are optimistic. *See Page 68.*

Sara Lee is heating up an all-out marketing effort for the second half of fiscal 1982. *See Page 80.*

CORPORATE CLOSEUP

Levi Strauss & Co. is struggling to reassert its strength in the U.S. jeans market, which has changed significantly over the past 10 years. *See Page 4.*

VIDEOTECH

"Home Shopping Show" is 70% sold; Modern Satellite Network pushes for national spot advertisers. *See Page 48.*

NBC Entertainment's Brandon Tartikoff is making a commitment to get more regularly scheduled series. *See Page 53.*

Magazine Marketing to Hispanics, America's fastest-growing minority, is the Section 2 theme in today's issue of the new ADVERTISING AGE Magazine. Now more than 15,000,000 strong, the nation's Hispanics pose great challenges—and offer great potential—to the world of advertising and marketing. Hispanic media, entertainment, retailing strategies, the booming San Diego-Tijuana "corridor," the large Miami Cuban market and the need for a greater understanding of Hispanic culture are among the areas covered.

The Magazine also includes a profile of WCVB-TV, Boston, a station with a stormy past and an uncertain future. Recently sold for a record $220,000,000, it has long been considered one of the finest commercial stations in the U.S. However, its sale has caused heated controversy in Boston.

James Brady's column, which moved last week from the news pages of ADVERTISING AGE, heads the list of weekly features.

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Employes aid 'News' rescue bid

By STUART EMMRICH

NEW YORK—Efforts to save the *New York Daily News* are being intensified by the paper's employes as they search for advertiser support and potential buyers.

Spurred in part by a sense of bitterness among some of the paper's 3,800 employes that the parent Tribune Co. is not making a great enough effort to save the paper, union activists are taking their own steps to keep the paper in business.

They are raising money to take out an ad extolling the paper's long-standing links to the city; they are urging advertisers to publicly voice their commitment to the paper, and they are vowing to go along with staff and contract changes that would certainly be demanded by a new owner.

Substantial cuts in the number of contract employes is one factor that most *News* insiders agree is crucial to finding a buyer for the paper.

"We must be prepared to make sacrifices," *News* reporter Don Singleton said at a recent union gathering. "Any sick person faced with surgery or certain death is going to choose surgery."

(Continued on Page 84)

corporate closeUp

Can Levi's get back into jeans saddle?

By JENNIFER PENDLETON

Levi Strauss & Co. used to boast it could put the Levi's trademark on *anything* and the merchandise would sell.

Today, company execs don't make such claims.

The San Francisco-based clothing marketer is still widely regarded as the world's strongest apparel brand. But there are signs its merchandising luster may be fading like a well-worn pair of its famous jeans. The company's previously consistent growth pattern has slowed; its once overwhelming share of the jeans business has eroded. It is for the first time facing resistance from retailers who only a few years ago clamored for Levi's products.

The question of Levi's clout in the retail marketplace is especially relevant in light of Levi's decision to start distribution of its diversified apparel line via Sears, Roebuck & Co. and J.C. Penney Co. outlets nationally (AA, Dec. 21).

At the same time, industry sources say Levi's is making plans to introduce several new upscale women's and men's product lines in the 1980s. This is seen as a move to fill the gap if stores at the upper end of the apparel market cut back on Levi's jeans as Sears and Penney's take them on.

■ However, Levi's declined to be specific about new product introductions. "Levi's has no plans at present to expand beyond the moderate and upper areas of the apparel market in which we are currently competing," a Levi's spokesperson said.

In fiscal 1981 (ended Nov. 29), Levi's had net income of $172,300,00 on sales of $2.85 billion, compared to last year's net income of $223,700,000 on sales of $2.84 billion—a 23% decline in income and earnings, with a slight increase in sales. The company cites unusual foreign currency shifts and high interest rates for the earnings decline.

While Levi's current slowdown also is seen as related to the generally poor condition of the economy, apparel industry sources also point to the volatile nature of the U.S. jeans market during the past 10 years.

It was during the 1960s and 1970s that jeans—the traditional core of Levi's business—came into their own as the uniform of the young and the chic. While that was good news for Levi's, it opened the door to competition. Levi's nearly exclusive hold on the jeans market was no more.

New jeans brands proliferated. Advertising and marketing expenditures escalated. Department stores started promoting trendy designer and fashion jeans more heavily than more traditional jeans.

Levi's 50%-plus share of the U.S. jeans market in 1970 had eroded to an estimated 30% share level. While Levi's lost share over this period, it should be noted that the entire jeans market grew dramatically. Industry sources estimate that in 1970 the U.S. jeans market had $950,000,000 in sales at wholesale, with 280,000,000 units. In 1980, the jeans market was estimated at $4.2 billion in sales at wholesale, with 560,000,000 units.

"It used to be the name Levi's was 'it' when it came to jeans. That's not the case anymore," said one competitor.

As Levi's hold on the jeans market started to slip, the company began diversifying rapidly into new nondenim product areas. The new product lines included ski wear, blazers, hats and even luggage—categories that were far afield from what had traditionally been associated with the Levi's trademark.

Some of the new products were unsuccessful. Retail industry analysts said the company was diversifying too quickly. Some claimed Levi's was losing its credibility by attaching its name to products that did not jibe with its high-quality, rugged, western image.

For the first time, retailers started to take a second look before signing orders for Levi's merchandise.

■ "Ten years ago retailers were begging for Levi's products," said a source who worked on the Levi's account for several years at Foote, Cone & Belding/Honig, San Francisco. "Now the situation is reversed. Retailers are not making huge orders anymore. The company is feeling terribly pinched."

"Levi's orders are not automatic anymore," added a menswear buyer at a major Los Angeles-based department store chain. "Levi's products are being scrutinized like all other labels. Now we are asking, 'Aside from their volume, are Levi's a good return on investment?' "

Levi's execs stress the decision to market Levi's products in mass-merchandise outlets was made after careful study over many years, and has no relationship with the company's current financial situation.

Levi Strauss America exec vp Alfred Sanguinetti said the decision's timing followed completion of an extensive research project on the subject. "Our studies took years to complete," he said, "and we did not have enough information to make a decision until now."

■ Mr. Sanguinetti is satisfied it's a course the company will profit by.

"The chain's images and quality are compatible with ours," he stated. "If there is any question that should be raised about the timing of the decision, it might be 'should we have made the decision earlier?' "

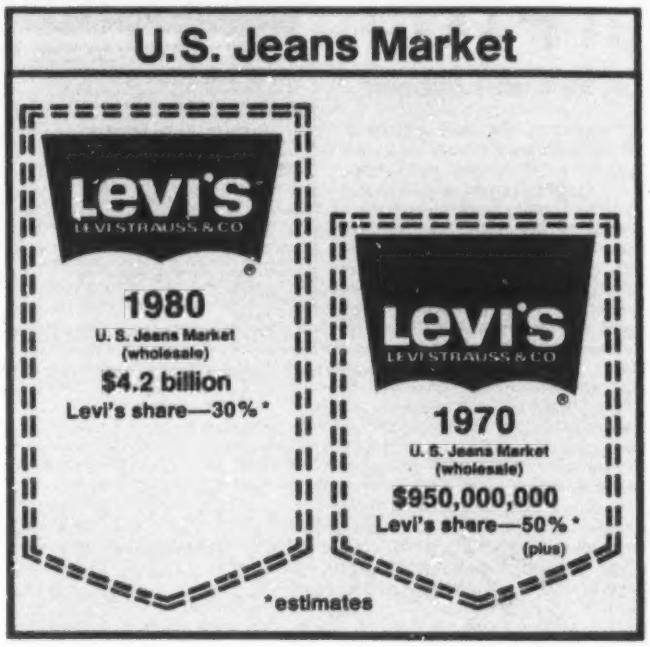
Industry watchers believe Levi's may have hesitated for fear of alienating its traditional customers —department stores and specialized jeans retailers. But most agree the company will probably be the better for it.

"It will be a plus for Levi's, but unfortunately how much of a plus is hard to say," said David Jackson, an analyst for Bateman Eichler Hill Richards, Los Angeles. "It means Levi's may run the risk of losing some of its traditional department store customers who may decide they don't want to compete against Sears and Penney's."

R. Jerry Falkner, an analyst at Underwood, Neuhaus in Houston, believes the decision to enter Sears and Penney's was inevitable, given the way Levi's jeans and other jeans labels have been discounted on a mass scale.

"When discounting became a fact of life in the market, it hurt Levi's sales in traditional department stores. The company must have concluded that if Levi's jeans are going to be discounted anyway, why not sell them at mass merchandisers," said Mr. Falkner.

While Levi's is introducing its products at the middle or lower end of the clothing market, it has not given up on the upper end. Industry analysts said the company plans to introduce several new women's and men's apparel lines in the 1980s to compete against brands like Evan-Picone and Botany 500. Sources said Levi's intends to establish these lines through internal development and through acquisition. A Levi's acquisition committee is said to be looking at several fashion-oriented companies as possible acquisition targets.



The company has already made upscale moves on its own. Around two years ago it introduced the Levi's Young Misses line, a pricey misses apparel line comparable to labels like Evan-Picone and Liz Claiborne. Last year, Levi's renamed its 4-year-old David Hunter men's apparel label Levi's Tailored Classics. A Levi's spokesman said trade response to both lines continues to be strong.

Levi's drive to build credibility in the nondenim market should get a big boost in 1984. Levi's is the official outfitter of the 1984 Olympics in Los Angeles—a task that will include supplying uniforms for 14,500 officials, judges, workers and contestants. It will be a major sponsor of the ABC-TV event.

Company chairman Robert T. Grohman has been quoted as saying the company's Olympics participation will inciude a $40,000,000 advertising and promotional program. Mr. Sanguinetti said Levi's will start testing Levi's Olympics tie-in ads this year. The ads are expected to start airing in 1983.

Marketing vp Hal Spielberg believes the Olympics tie-in with Levi's is natural. "We think the Olympics is something of tremendous value to the country. It stands for being the best you can be," he said.

Another source described Levi's Olympics participation in more practical terms. "It will be an opportunity to further extend brand awareness outside the traditional Levi's denim confines," he said.

While Levi's builds its nondenim business, it is still taking steps to add to jeans sales. On Dec. 1, Levi's Womenswear division introduced 501 junior denim jeans—the original Levi's button-fly blue jeans for the first time made to fit women.

Company execs said the 501s—currently available in northern California, New York, parts of the Pacific Northwest and Ohio—have so far exceeded expectations. Plans call for expanding distribution nationally by the end of the second quarter this year. At present there are no plans to start distribution of 501 junior jeans in Sears and Penney's.

■ Tv commercials airing in San Francisco and New York take an artsy approach. In one spot, a 501-clad young woman is depicted leaving a Victorian farm house on a desolate prairie a la "Giant." Voiceover describes the shrink-to-fit 501s as "cut especially for women." At the conclusion, the woman delivers her lone line in the spot: "Travis, you're a year too late!"

Maybe so, but 501s themselves weren't, in the view of industry observers. They feel Levi Strauss will be needing more 501-style innovation if it is to recover its previously invincible image.#

3M gets serious in personal care bid

By JENNIFER ALTER

ST. PAUL—In the parlance of the 3M Co., an idea for a new business starts as a program and graduates to a project. When the project is elevated to a department, it means corporate executives are serious about the idea and willing to commit resources to its execution.

So when 3M became convinced of the potential for three of its skincare-related projects, it blended them into a personal care products department (AA, Nov. 23) and dubbed as manager Nathan A. Wolfstein, formerly vp-general manager of its Armorlite subsidiary.

Though the technology-rich company has shown interest in the personal care side of the mass market for a number of years, it is the departmental status that will make the venture viable, according to Mr. Wolfstein.

Included in the new department is the Mmm! What A Tan! line of suntan lotions and oils, previously a "suncare" project; a group of skincare and over-the-counter products including the Buf-Puf line, previously marketed by 3M's Riker Labs subsidiary, and a number of home healthcare products spawned by the Medical Products division.

First on the agenda for the new department is the development of its own personal care sales force, which will sell the products as a group to drug and mass-merchandise outlets. The unit also has access to the Riker sales force and is using food brokers to reach the

(Continued on Page 72)

Giant step in Levi's junior jeans

Levi Strauss' new 501 junior jeans help young woman in this 30-second commercial assert her independence (the setting, a Victorian ranch house a la the mid-1950s film "Giant"). Voiceover describes the shrink-to-fit 501s as "cut especially for women." Foote, Cone & Belding/Honig is the agency.

Advertising pages in February consumer publications

Current and February '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Feb. 1982	Feb. 1981	Jan.-Feb. 1982	Jan.-Feb. 1981
Women				
†§Bride's Magazine	418.0	428.3	418.0	428.3
▲Co-ed	39.8	29.4	64.5	51.7
§Cosmopolitan	175.7	169.6	318.4	302.6
Essence	60.8	54.0	119.6	125.1
§Family Circle	159.8	149.2	219.0	210.5
§Good Housekeeping	157.8	148.2	269.3	264.1
▲Health	26.8	25.6	58.5	56.4
Ladies' Home Journal	72.1	76.0	121.6	140.7
McCall's	76.4	87.1	130.0	165.5
McCall's Working Mother	62.4	—	104.4	96.0
†Modern Bride	—	—	428.4	363.1
Ms.	41.3	36.0	66.8	66.0
○New Woman	—	—	40.0	36.6
§Parents Magazine	68.6	57.0	125.5	93.0
Playgirl	40.4	50.5	81.2	94.0
Redbook	84.3	90.4	154.8	160.9
Self	66.1	49.6	115.0	89.7
Seventeen	96.6	84.9	161.8	152.8
'Teen Magazine	42.5	38.2	70.5	67.0
§True Story	65.8	65.0	101.3	101.1
§Woman's Day	91.4	77.2	158.9	156.7
▲The Workbasket	50.4	42.6	96.1	78.8
Working Woman	78.1	57.0	126.0	91.0
Total Group	1,975.1	1,815.8	3,550.2	3,712.1
***% change 1982 vs. 1981	+5.3%		−4.4%	
General				
▲A.D. Magazine	15.0	17.6	26.1	32.9
Air Progress	17.5	19.2	33.5	35.7
American Forests	13.1	13.3	27.2	29.4
American Legion	45.3	37.0	82.0	72.9
American Photographer	40.5	41.3	79.5	78.8
○Americana	23.7	29.7	23.7	29.7
§Architectural Digest	104.7	107.8	179.9	187.4
§The Atlantic	21.9	22.5	42.0	43.6
○Audubon Magazine	—	—	25.1	22.9
§Bon Appetit	67.6	74.3	123.6	120.7
Changing Times	36.6	34.9	61.5	59.2
Christian Herald	39.5	47.2	72.3	87.7
Christian Life	25.5	27.9	52.8	51.0
◀Christianity Today	25.8	25.4	40.6	44.1
Circus	23.0	14.3	57.0	29.2
Compiete Men's Group	23.3	20.5	46.3	41.5
Country Journal	46.3	42.2	96.3	87.1
Creative Computing	103.3	77.4	213.2	147.1
C.Cuisine Magazine	34.4	—	66.5	38.9
Ebony	79.7	88.5	145.7	152.9
▲Elks Magazine	32.5	23.9	58.2	55.1
§Esquire	34.8	24.8	75.7	46.5
Fifty Plus	40.5	34.7	63.0	65.3
Flying	39.5	46.5	77.0	83.0
○Games	—	—	26.3	18.6
§Gentlemen's Quarterly	86.4	89.3	135.8	135.0
§Golf Magazine	97.6	105.4	150.6	132.3
Gourmet	56.9	54.1	102.2	82.9
§Harper's Magazine	13.0	23.5	28.0	38.3
High Fidelity	36.2	40.8	78.9	88.6
High Technology	29.7	—	29.7	—
▲Income Opportunities	63.8	61.4	63.8	61.4
#Inside	—	—	—	—
Kiwanis Magazine	14.2	14.3	35.1	33.6
Let's Live	78.0	86.1	150.5	175.7
Life	42.9	39.5	112.2	92.0
Lion	7.0	3.3	12.0	8.8
§Money	96.9	96.7	172.9	159.7
Moneysworth	18.2	18.1	33.5	36.5
Moody Monthly	61.0	59.0	110.4	113.3
Moose Magazine	31.0	31.0	31.0	31.0
○Mother Earth News	53.9	69.3	53.7	69.3
○Museum	—	—	35.2	36.5
Musician, Player & Listener	55.0	60.0	111.8	113.3
National Geographic	17.3	26.9	38.1	40.2
National Jewish Monthly	26.4	21.3	48.9	40.4
Natural History	28.3	38.9	60.0	73.7
§Omni	48.8	48.0	97.1	87.4
§Penthouse	55.2	53.6	110.5	117.0
Petersen's Photographic	42.4	42.3	81.7	79.6
Playbill	52.0	47.2	100.3	92.4
§Playboy	68.2	68.1	187.3	183.8
Popular Photography	126.7	123.2	258.3	247.4
Prevention	72.9	96.7	142.3	186.0
Psychology Today	31.2	41.6	70.8	78.3
†Reader's Digest	67.4	83.4	136.6	143.2
††Saturday Evening Post	—	—	47.2	43.8
◇Science 82	—	—	46.2	34.4
Scientific American	82.3	69.8	168.7	155.8
Signature	53.6	53.9	100.9	85.6
Smithsonian	77.0	74.1	140.7	134.7
Stereo Review	46.7	53.8	107.2	105.8
Success	41.0	39.8	75.0	74.7
Technology Illustrated	35.5	—	73.3	—
Tennis	67.6	63.6	102.5	102.0
Town & Country	122.3	104.0	186.0	157.0
Travel/Holiday	49.2	61.0	88.7	104.0
Travel & Leisure	82.8	96.9	132.6	145.4
▲V.F.W.	31.2	32.4	65.8	68.5
Video	48.2	50.1	97.5	92.6
Video Review	67.2	55.4	126.9	95.9
Weight Watchers	35.3	220.6	53.3	48.9
Writers Digest	26.2	22.9	50.0	43.7
Yankee	83.3	84.4	165.3	168.0
Total Group	3,299.7	3,296.6	6,402.2	6,129.6
***% change 1982 vs. 1981	+0.1%		+4.4%	
Fashion and service				
Glamour	150.7	154.4	234.3	251.5
Harper's Bazaar	86.0	85.7	148.4	132.6
Mademoiselle	105.6	93.5	181.2	168.9
Vogue	214.8	197.6	317.6	275.6
Total Group	557.1	531.2	881.5	828.6
***% change 1982 vs. 1981	+4.9%		+6.4%	
Art & antiques				
American Artist	62.8	66.1	106.3	108.1
Antiques	121.5	137.6	328.5	315.3
○Art & Antiques	—	—	62.6	49.9
▲Art in America	111.8	109.9	222.5	198.5
▲Artnews	90.0	125.0	181.0	220.3
○Portfolio	—	—	49.0	45.0
Southwest Art	113.5	90.0	214.8	170.0
Total Group	499.6	528.6	1,164.7	1,107.1
***% change 1982 vs. 1981	−5.5%		+5.2%	
Home				
Better Homes & Gardens	95.6	108.8	165.4	183.1
○Colonial Homes	—	—	60.0	41.6
Dallas-Fort Worth Home/Garden	38.2	30.3	85.4	58.9
○Early American Life	—	—	39.5	38.2
▲Family Handyman	68.2	51.0	130.5	113.8
○Flower & Garden	62.1	58.3	62.1	58.3
Home	21.4	33.2	58.2	57.3
†Homeowner's How-To	—	—	27.8	29.2
Horticulture	27.2	23.3	79.5	60.9
House Beautiful	67.3	73.1	128.4	137.7
House & Garden	83.2	93.8	154.7	171.5
Houston Home/Garden	89.5	76.9	176.3	156.0
Living:				
○Dallas	—	—	66.1	127.7
○Houston	—	—	83.0	87.1
○Denver	—	—	74.3	89.7
○Austin	38.0	43.6	38.0	43.6
○San Antonio	43.2	51.8	43.2	51.8
○Phoenix	36.5	35.9	36.5	35.9
○Florida Gulf Coast	27.8	23.9	27.8	23.9
○South Florida	—	—	40.2	—
Metropolitan Home	58.4	61.2	103.7	100.1
††New Shelter	40.1	43.1	82.9	88.8
Organic Gardening	91.9	95.8	185.7	183.9
Phoenix Home/Garden	45.3	27.8	93.4	52.7
San Diego Home/Garden	54.0	41.6	99.5	80.8
#Southern Accents	82.7	79.5	82.7	79.5
Southern Living	115.0	110.0	185.9	183.7
§Sunset Magazine	127.2	134.1	199.9	203.1
▲Texas Homes	—	—	126.8	98.0
○Workbench	—	—	66.0	69.7
Total Group	1,312.8	1,297.0	2,807.4	2,706.5
***% change 1982 vs. 1981	+1.2%		+3.7%	
In-flight & other passenger				
#Aboard Group(7)	—	—	616.0	480.0
Air California	57.2	55.0	112.2	112.7
○Alas Group(9)	350.0	280.0	350.0	280.0
Alaskafest	32.8	32.7	67.1	67.0
American Way	67.0	54.8	111.6	97.4
East/West Network:				
Amtrak Express	39.0	36.2	68.3	67.2
Continental Extra	53.3	50.3	93.5	94.6
D.Eastern Review	93.0	83.2	156.2	151.4
Ozark	42.0	42.8	72.7	83.8
E.PSA Magazine	87.5	85.3	146.5	152.1
Republic Scene East	46.8	42.2	89.3	81.2
Republic Scene West	53.5	55.5	98.0	103.0
Texas International/- The Texas Flyer	58.7	51.3	99.5	99.6
United Mainliner	72.7	72.7	123.0	138.4
Halsey Publications:				
Braniff's Flying Colors	23.7	29.0	55.0	53.0
Delta Sky	37.8	44.0	77.5	84.0
○Skylite	—	—	8.2	—
Hawaii	26.5	31.6	49.4	59.9
○Pacific	—	—	28.2	59.9
Pan Am Clipper	37.5	52.7	72.5	107.7
Southwest Airlines	67.8	64.8	147.8	129.3
Spirit of Aloha	25.1	33.0	48.9	62.8
USAir	43.3	39.2	76.2	69.2
Webb Publications:				
Frontier	30.2	26.8	74.0	58.5
Passages	27.8	20.3	57.3	42.6
TWA Ambassador	42.8	33.9	77.0	68.8
Total Group	1,416.0	1,317.3	2,978.9	2,804.1
***% change 1982 vs. 1981	+7.5%		+6.2%	
Metropolitan				
○Aloha	28.5	23.5	28.5	23.5
Atlanta	48.6	49.8	117.1	121.4
Baltimore	58.0	63.5	109.3	113.7
Birmingham	30.0	23.0	—	40.3
Boston	101.9	90.4	214.2	199.2
California	58.0	46.4	100.6	78.8
Chicago	94.1	93.8	200.1	197.1
Chicago's North Shore	51.4	48.8	114.9	113.7
Cincinnati	49.8	44.2	105.4	100.1
Cleveland	45.1	57.0	86.3	136.7
Columbus Monthly	57.0	70.4	111.5	137.2
Connecticut	69.3	58.1	155.5	140.5
D/Magazine, Dallas/- Fort Worth	90.9	97.7	182.3	192.1
Denver	29.2	35.1	51.7	74.1
Monthly Detroit	45.2	39.7	90.9	67.4
Grand Rapids	38.4	34.4	79.1	69.0
††Gulfshore Life	85.0	79.0	160.0	151.0
Honolulu	58.3	60.8	115.6	122.3
Houston City	56.8	40.5	109.1	93.1
Indianapolis	42.1	62.9	119.0	98.8
Kansas City	21.6	17.7	43.9	34.2
Lansing	20.3	30.3	38.3	57.8
Los Angeles	171.0	153.5	330.0	311.5
○Louisiana Life	—	—	48.0	—
Miami	99.2	74.4	205.6	166.9
Milwaukee	28.1	24.6	56.5	49.9
Mpls./St. Paul	60.7	80.2	119.5	135.0
New Jersey Monthly	48.0	61.9	102.2	129.0
New Mexico	20.2	15.4	—	33.7
Ohio	26.0	24.3	62.3	48.1
Omaha	18.1	12.3	39.1	22.6
Oregon	22.3	32.5	39.0	48.7
▲Pacific Northwest	26.8	22.3	26.8	22.3
Palm Beach Life	117.9	129.9	239.0	247.5
Palm Springs Life	166.5	153.3	343.2	330.0
Philadelphia	119.0	125.0	216.8	234.4
Phoenix	79.7	84.2	165.3	180.0
Pittsburgh	46.5	25.8	82.2	63.9
Roanoker	46.3	30.6	67.8	83.6
St. Louis	61.0	70.0	109.3	138.3
San Diego	115.7	124.3	243.5	281.6
San Francisco	46.5	—	90.1	—
○San Francisco Bay Views	—	56.5	62.0	56.5
San Francisco Focus	35.6	30.0	64.2	60.8
†Shenandoah Valley	—	—	30.4	19.2
Spokane	12.7	36.4	33.9	70.4
Tampa	30.3	39.2	75.9	72.5
Tampa Bay	40.3	46.1	81.3	98.5
Texas Monthly	94.8	106.1	171.7	186.2
Twin Cities	40.4	36.8	78.4	70.4
Washington Dossier	39.3	54.3	78.8	102.0
The Washingtonian	129.5	129.0	222.5	222.0
Westchester	37.0	38.3	66.3	66.3
Westchester Illustrated	36.0	38.2	77.0	68.3
Total Group	2,997.6	3,022.4	5,905.4	5,982.1
***% change 1982 vs. 1981	−0.8%		−0.1%	
Movie-romance-radio-tv				
○Complete Women's Group	—	20.0	—	44.0
Ideal Women's Group:				
Daytime Stars	—	25.1	—	53.1
Intimate Story	—	27.4	—	54.7
Daring Romances	—	27.4	—	54.7
Soap Opera	—	25.1	—	53.1
Macfadden's Women's Group:				
Modern Romances	46.6	34.4	56.8	56.1
Secrets	34.6	34.4	56.8	56.1
True Confessions	38.1	36.6	60.8	58.0
True Experience	34.6	34.4	56.8	56.1
True Love	34.6	34.4	56.8	56.1
True Romance	34.6	34.4	56.8	56.1
Sterling Women's Group:				
Daytime TV	29.6	33.2	58.9	64.7
Modern Screen	33.3	33.2	33.3	65.4
○Modern Mirror	—	—	—	32.2
Photo Screen	—	33.2	32.3	33.2
Soap Opera Stars	—	33.2	25.3	65.7
TV Movie Screen	33.3	—	33.3	32.2
TV Picture Life	—	33.2	32.3	33.2
○Teen Bag	—	—	5.0	6.6
Total Group	307.3	479.6	565.2	931.3
***% change 1982 vs. 1981	−15.9%		+7.5%	
Youth				
Boys' Life	19.5	19.7	37.4	38.1
Campus Life	40.4	35.1	101.8	90.4
Total Group	59.9	54.8	139.2	128.5
***% change 1982 vs. 1981	+9.3%		+7.3%	
Mechanics & Science				
§Mechanix Illustrated	66.6	77.2	128.3	141.9
Popular Electronics	64.5	63.8	113.0	125.4
Popular Mechanics	91.1	95.6	171.4	186.5
§Popular Science	85.1	86.9	147.7	155.4
Total Group	307.3	323.5	560.4	609.2
***% change 1982 vs. 1981	−5.0%		−8.0%	
Boating & yachting				
Boating	114.9	106.6	254.8	248.4
Chesapeake Bay	26.5	22.6	47.1	50.2
Cruising World	112.0	108.4	238.0	226.5
Lakeland Boating	47.6	50.7	92.2	92.0
Motor Boating & Sailing	196.2	182.0	329.1	321.0
Rudder	18.8	20.8	39.3	38.0
Sail	146.3	140.2	307.4	296.0
Sea & Pacific Skipper	68.8	84.2	149.6	162.3
Trailer Boats	26.4	23.1	50.2	44.9
Yachting	155.9	160.1	424.9	435.4
Total Group	913.4	898.7	1,932.6	1,914.7
***% change 1982 vs. 1981	+1.6%		+0.9%	
Automotive & recreational vehicles				
Car & Driver	76.6	79.4	132.0	143.1
Car Collector & Car Classics	22.0	21.2	46.7	43.5
Car Craft	62.5	49.5	103.1	85.7
○Custom Bike	—	—	—	—
Cycle	65.3	60.6	119.5	128.1
Cycle Guide	47.1	60.2	83.5	94.0
Cycle World	43.3	93.9	90.0	145.0
Dirt Bike	—	—	—	—
Dune Buggies & Hot VWs	48.6	39.8	91.8	83.7
Family Motor Coaching	72.9	48.2	175.8	115.1
4 Wheel & Offroad	35.9	31.6	68.0	54.2
Four Wheeler	23.8	20.2	48.6	44.3
Hot Rod	45.6	49.2	71.6	78.1
Motocross Action	—	—	—	—
Motorcyclist	42.9	53.5	81.1	76.2
Motor Trend	50.3	40.1	84.2	83.3
Pickup, Van & 4 WD	15.5	27.1	42.3	46.1
Road & Track	78.5	85.3	144.4	159.1
Touring Bike	—	—	—	—
Trailer Life	83.0	75.4	145.3	142.1

*** % change figured ONLY from magazines with comparable issues 1982 and 1981. §Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but not prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ◀Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published eight times a year. **Published weekly. ▶Published every two weeks. A.Combined unduplicated regional ads. B. Preprinted inserts included. +Affiliated with Sunday Mag/Net. C. Monthly as of Jan., 1982. D. Revised 1982 total.

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Advertising pages in February consumer publications

(Continued from Page 71)

	Pages Feb. 1982	Feb. 1981	Jan.-Feb. 1982	Jan.-Feb. 1981
Total Group	813.8	855.2	1,527.9	1,521.6
***% change 1982 vs. 1981	−4.8%		+0.4%	

Outdoor & sport

Alaska	46.5	40.5	86.7	75.1
○The American Handgunner	—	—	34.3	33.3
American Hunter	11.4	10.6	21.6	20.5
American Rifleman	23.3	22.3	49.9	52.9
○Backpacker	42.1	32.0	42.1	32.1
▼§Bass Master	56.3	49.9	113.6	91.5
††Bicycling	—	—	66.3	60.4
Field & Stream	85.7	79.6	137.2	136.0
§Fins and Feathers	43.1	30.4	65.1	49.5
○Fishing World	—	—	33.8	30.0
Florida Sportsman	76.5	86.5	139.2	151.5
‡‡Fly Fisherman	—	—	48.0	60.5
Fur-Fish-Game	24.8	28.7	51.9	56.4
Guns	32.4	31.5	65.4	67.8
Guns & Ammo	41.0	37.4	74.1	66.9
Inside Sports	10.8	27.5	24.2	49.8
Outdoor Life	69.6	84.1	117.3	144.4
Petersen's Hunting	27.7	23.0	56.4	44.6
The Runner	24.8	16.4	63.0	34.7
Runner's World	21.0	24.6	46.5	56.9
Salt Water Sportsman	59.4	66.0	118.5	121.3
Shooting Times	28.7	55.5	55.5	105.6
‡‡§Ski	51.9	60.1	134.4	136.4
‡‡Skiing	56.0	48.5	136.8	119.3
Skin Diver	71.3	57.3	81.1	76.2
‡‡Southern Outdoors	—	—	34.2	32.4
§Sport	24.9	29.0	58.1	56.7
Sports Afield	109.0	78.0	176.9	138.5
▲Spray	50.2	35.8	50.2	35.8
▲Western Outdoors	33.2	33.0	63.2	66.1
Total Group	1,115.6	1,088.2	2,124.5	2,203.1
***% change 1982 vs. 1981	+2.7%		−3.6%	

Comics

○Archie Comic Group	10.0	10.0	10.0	10.0
DC Comics	7.0	9.0	14.0	18.0
Harvey Comic Group	8.0	8.0	16.0	16.0
Marvel Comics Group	10.0	8.5	20.0	19.0
Total Group	35.0	35.5	60.0	63.0
***% change 1982 vs. 1981	−1.4%		−4.8%	

Newspaper Sunday magazines/national

§Family Weekly	81.9	97.3	175.1	182.1
Parade	71.2	76.7	147.8	142.0
Total Group	153.1	174.0	322.9	324.1
***% change 1982 vs. 1981	−12.0%		−0.4%	

Canadian national weekend magazines

a.Perspectives	27.6	22.2	63.8	62.4
§Today	34.7	44.8	83.1	100.1
Total Group	62.3	67.0	146.9	162.5
***% change 1982 vs. 1981	−7.0%		−9.6%	

Canadian

L'Actualite	35.0	37.3	86.8	63.0
Chatelaine:				
§English Edition	86.5	78.4	139.5	127.7
French Edition	72.5	65.4	116.9	104.1
§Financial Post Magazine	35.5	36.2	57.3	36.2
§Flare	—	—	47.6	50.0
▲§Homemaker's Magazine:				
English Edition	—	—	88.9	87.9
French Edition	—	—	61.0	58.3
§Macleans	96.7	79.1	167.5	138.9
▼§Quest Magazine	—	—	—	—
§Reader's Digest:				
Canada-English	63.1	67.4	124.9	139.7
Canada-French	66.5	74.0	131.9	128.9
Saturday Night	25.4	19.3	44.3	34.4
Total Group	481.2	477.1	1,066.6	989.1
***% change 1982 vs. 1981	+0.9%		+10.1%	

January

Business

	Pages Jan. 1982	Jan. 1981
Barron's	150.9	161.1
Black Enterprise	18.1	19.1
§Business Week	237.6	248.3
California Business	54.0	45.3
Corporate Report/-Kansas City	39.9	43.7
Corporate Report/-Minnesota	62.3	64.4
Crain's Chicago Business	77.5	57.7
Dallas/Fort Worth Business	37.5	23.0
Dun's Business Month	74.3	62.7
☆Financial World	64.4	70.0
Florida Trend	91.8	60.2
▶Forbes	180.3	189.6
▶§Fortune	122.7	103.8
Houston Business Journal	133.7	101.0
§Inc. Magazine	68.7	52.2
▶§Industry Week	102.7	104.5
Indianapolis Business Journal	67.8	42,0
§Nation's Business	27.8	30.4
*New England Business	66.6	29.2
St. Louis Business Journal	82.8	47.5
Texas Business	43.0	41.5
Venture	3.4	25.5
Total Group	1,702.8	1,622.7
***% change 1982 vs. 1981	+4.9%	

Newspaper Sunday magazines/local

+Arizona Republic	78.3	75.6
+Chicago Tribune	71.2	60.7
+Cincinnati Enquirer	65.1	50.7
+Cleveland Plain Dealer	51.5	59.3
+Columbus Dispatch	55.1	56.1
+Dallas Times Herald	54.7	51.3
+Denver Post	117.7	103.5
+Detroit News	—	—
Los Angeles Times Home Magazine	75.4	83.7
+Louisville Courier-Journal	64.6	73.9
+Miami Herald	66.9	56.4
+New York News	—	—
New York Times Magazine	256.6	182.4
+Philadelphia Inquirer	51.9	39.0
+Toledo Blade Magazine	33.1	25.8
+Washington Post	86.1	72.6
Total Group	1,120.2	991.0
***% change 1982 vs. 1981	+13.0%	

Weeklies, bi-weeklies, semi-monthlies

The Advocate	38.4	29.1
§Army Times Military Group:		
Air Force Times	117.0	115.4
Army Times	116.2	113.3
Navy Times	148.3	135.8
The Times Magazine	3.5	7.0
AutoWeek	96.9	79.2
The Blood Horse	716.8	601.9
Capper's Weekly	24.6	30.9
Commonweal	10.2	7.2
§Grit	30.7	30.5
National Review	21.2	15.0
New Republic	25.6	13.2
New York Magazine	117.7	93.4
New Yorker	207.8	186.1
§Newsweek	159.8	165.5
People	171.4	153.6
Rolling Stone	46.4	48.7
Sporting News	49.6	48.4
§Sports Illustrated	167.6	147.3
§Time	186.8	162.3
A.Travelhost	2,653.7	1,538.0
§TV Guide	366.6	370.5
▶Us Magazine	29.7	22.7
§U.S. News & World Report	92.0	85.5
Total Group	5,598.5	4,198.5
***% change 1982 vs. 1981	+33.4%	

Foreign

Buenhogar:		
Ecuador	9.0	4.0
Chile	—	1.0
Mexico	38.7	36.2
Puerto Rico	16.5	12.2
Venezuela	27.2	24.0
Colombia	21.0	24.3
Peru	30.0	28.3
Central America	4.5	3.3
U.S.	37.0	9.0
Dominican Republic	15.8	9.0
Coqueta:		
Mexico	4.8	2.5
Puerto Rico	4.0	1.0
Venezuela	7.0	4.0
Colombia	7.0	1.0
Peru	3.0	—
Central America	3.0	—
Fascinacion:		
Mexico	5.3	2.5
Puerto Rico	3.5	—
Venezuela	8.7	7.0
Colombia	8.0	4.2
Gaornundo:		
Chile	2.0	3.0
Mexico	8.0	8.0
Ecuador	3.0	1.0
Venezuela	10.0	6.5
Colombia	7.5	5.5
Peru	6.0	4.0
Puerto Rico	5.0	2.0
Central America	1.0	2.0
Hombre De Mundo:		
Mexico	13.0	5.0
Chile	2.0	3.0
Puerto Rico	6.0	4.0
Ecuador	4.0	2.0
Venezuela	12.7	7.0
Colombia	7.2	10.2
Peru	4.0	4.0
Central America	—	1.0
Ideas Para Su Hogar:		
Dominican Republic	1.0	1.5
Mexico	18.8	6.7
Chile	—	—
Puerto Rico	2.0	—
Ecuador	6.5	—
Venezuela	16.5	8.6
Colombia	13.0	8.0
Peru	6.5	4.0
Central America	2.0	—
Intimidades:		
Mexico	3.5	1.0
Puerto Rico	4.0	2.0
Venezuela	7.0	4.5
Colombia	3.0	1.0
Central America	3.0	1.0
Mecanica Popular:		
Mexico	19.8	19.8
Puerto Rico	12.5	14.2
Venezuela	20.7	19.7
Colombia	15.0	17.2
Peru	18.3	19.2
Central America	12.7	14.2
Chile	4.5	2.7
Argentina	7.5	10.5
The Ring en Espanol:		
Mexico	2.0	1.0
Puerto Rico	1.0	2.0
Venezuela	3.0	1.0
Columbia	—	—
Central America	—	—
U.S.	1.5	2.0
Vanidades Continental:		
Dominican Republic	14.0	10.2
Mexico	65.8	57.7
Chile	5.7	2.0
Puerto Rico	25.2	15.5
Venezuela	37.0	24.5
Colombia	25.2	18.3
Peru	26.5	20.2
Central America	9.8	12.0
Ecuador	10.0	2.8
U.S.	37.2	25.8
Cosmopolitan Foreign Editions:		
Australia	38.9	29.4
Brazil	30.0	15.0
France	39.3	30.8
Germany	10.0	9.0
Great Britain	47.0	47.0
Greece	52.0	30.0
Italy	24.7	24.7
Japan	27.3	—
Cosmopolitan en Espanol:		
Central America	2.5	4.0
Colombia	11.3	10.2
Ecuador	2.5	4.0
Mexico	45.5	26.0
Peru	11.2	10.2
Puerto Rico	13.8	13.7
U.S. (Spanish language)	16.7	12.2
Venezuela	15.0	9.7
International Communications:		
African Business	29.0	32.6
The Middle East	17.8	12.4
New African	36.8	32.5
Al-Iktissad Al Arabi	—	—
International Herald Tribune	58.2	53.7
International Management:		
Africa	13.0	6.7
Europe	19.0	17.6
Latin America	11.0	9.0
Middle East	12.5	10.0
Pacific	14.0	8.7
Johnston International:		
Alam Attijarat	48.8	44.3
Ejecutivo	14.3	—
Modern Africa	33.3	45.2
Modern Asia	48.0	50.2
§Newsweek International:		
Atlantic	46.4	42.3
Latin America	12.2	12.8
Pacific	46.4	41.4
††Progreso	—	—
Reader's Digest:		
Arabic	14.5	9.5
*Asian	268.0	285.0
Australian	51.5	57.5
Belgian-Flemish	37.0	25.0
Belgian-French	41.0	21.0
British	44.6	48.1
*Chinese	96.5	95.0
Danish	18.0	13.5
Dutch	45.5	42.5
Finnish	35.0	50.0
French	47.8	42.2
German	53.4	45.3
Iberian	29.5	29.5
Indian	90.5	131.0
Italian	19.5	20.5
Japanese	56.3	48.6
Korean	16.3	16.0
Latin America:		
Argentina	10.5	25.5
Brazil	8.0	9.8
Central America	11.0	9.5
Chile	17.0	24.5
Colombia	30.0	21.0
Ecuador	12.0	7.0
Mexico	35.6	56.6
Peru	8.5	4.0
Puerto Rico	7.5	8.5
U.P.B.	11.5	25.0
U.S. Spanish	11.5	12.5
Venezuela	17.0	12.0
Portugal	27.0	20.5
New Zealand	47.0	26.7
Norwegian	20.5	7.0
South African	47.5	34.0
Swedish	24.0	13.5
Swiss-French	17.0	12.0
Swiss-German	22.0	20.0
Canada-English	61.8	52.3
Canada-French	65.4	54.9
Total	1,479.2	1,433.5
Time International:		
Time-Asia	52.1	62.0
Time-Atlantic	59.4	49.6
Time-Canada	92.8	67.3
Time-Latin America	41.8	37.7
Time-South Pacific	76.9	53.9
Total Group	3,367.5	2,018.2
***% change 1982 vs. 1981	+11.6%	

3M personal care

(Continued from Page 4)

grocery trade.

Many of the products now in the department traditionally were promoted ethically, and Mr. Wolfstein believes their distribution needs strengthening. The department already is advertising the products to the trade under the umbrella theme, "Now from 3M. . .a diverse line of personal care products."

While Riker Labs has done some advertising on the Buf-Puf line, it is going on network tv for the first time this month and moving from small to large print ads with the theme, "Buf-Puf. Do It Every Day" (AA, Feb. 1). The line, which now includes the Buf-Puf Bodymate scrubber, an acne cleansing pad, a body scrub, an acne kit and Buf-Oxal benzoyl peroxide gel, eventually could expand into cleansers and moisturizers, according to Mr. Wolfstein. For now, the Riker name will be de-emphasized and the 3M personal care products connection pointed out more prominently.

As for the two-year-old Mmm! What a Tan! Mr. Wolfstein believes it has achieved a "roughly tenable position," but that it has more potential. He notes that since the product was conceived, interest in sun protection has grown significantly and that the brand might be more productively positioned with that attribute in mind. Industry sources said Mmm! What a Tan! has a "miniscule" share in the $225,000,000 category (*see related story on Page 45*). The department is in the process of repackaging and repositioning the line for '83.

Other more long-range offshoots in the suncare area include a tan monitor that can register the amount of light that reaches the skin surface and eyewear for the sun. "3M is in the lens business," says Mr. Wolfstein. "I can see getting into scratch-resistant sunwear for the eyes." The "tan-timer," he says, is ready to go in terms of development and marketing strategy and could be launched next (1983) season.

The home health aids, which now include a line of 25 tapes, compresses, bandages and masks, eventually will be repackaged to carry consistent identification. Mr. Wolfstein's first priority is to strengthen their distribution.

Two over-the-counter products that always have been distributed through professional channels—Titralac (antacid) and Dorbane (laxative) now will be sold by the new unit's sales organization.

Mr. Wolfstein noted that while each product currently holds a small (3%) share of its respective category, "We expect to raise those substantially."

As evidence of its commitment to the department, 3M will quadruple the ad budget on the three lines, spending upwards of $10,000,000 via Dancer Fitzgerald Sample, Torrance, Cal.